Shruti

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EXPERTISE

Project Management Team Management Escalations Handling Revenue Generation HNI Client Servicing

Relationship Management Market Analysis / Feasibility Loyalty sales

Strategic Marketing Analytical Skills Business Negotiations Liaison/ Coordination Office Administration Operations / Back office

PROFILE

* A through professional with over 13+ years of experience in HNI Client Servicing (1800+ customers), relationship and project management
* Worked as a Customer Service Manager with Lodha Group, Dubai for 5+ years
* Currently managing a team of professionals working on The Park (Mumbai) project as Associate General Manager at Lodha Group of Companies, Mumbai
* Working as an emerging leader and a part of Hi End customer service team that has turned company’s NPS into positive within a span of 1 year
* Working as a part of the team that has broken industry records and collected INR 8,000 Cr revenue for the company in FY 18-19
* Have developed policies and procedures for the organization that would maximise revenues and achieve the goal of customer satisfaction
* Have streamlined operations and coordinated organizational tasks and strategize counter competition & improvements in all operational parameters
* Customer focused, highly successful in building relationships with key decision makers, seizing control of critical problem areas and delivering on commitments
* Have managed customer profiling, risk analysis, legalities involved post property sale.
* Expertise in working on Ms Office including Excel, Power Point and Word. Have worked on different CRM platforms.
* Overall experience in making feasibility and various other case studies for prestigious consulting firm in India

ACHIEVEMENTS

* Promoted six times in a span of 9 years in Lodha Group of Companies. Joined the company as a junior executive for middle income housing and currently working as an Associate General Manager managing a team of professionals for High End and Luxury segment
* Won numerous awards in the company including Best Relationship Manager, Best service, Loyalty Sales champion, Top Collection Team who has managed an array of project
* Successfully completed various management workshops and test series conducted by the company to improve soft skills in the areas of Team Management and Behavioural aspects
* Won the Best Case Study writing completion in Tata Group of Companies. Was the only analyst who represented the company and won the competition.

Academic

* College Topper in all the 3 years of BMS (degree college)
* Participated in various inter collegiate events as a class representative and won 2 awards for the same

PROFESSIONAL EXPERIENCE

 Aug, 2018 till date

Associate General Manager - Customer Care

* Transferred to Lodha Mumbai for 1 year project to manage the possession phase of The Park, Mumbai (one of the company’s most prestigious project)
* Managing a team of highly qualified CRM professionals in the most important phase of customer’s property buying lifecycle (Possessions).
* Working as an emerging leader and a part of Hi End customer service team that has turned company’s NPS into positive within a span of 1 year
* Working as a part of the team that has broken industry records and collected INR 8,000 Cr revenue for the company in FY 18-19. Motivating the team to ensure that the loyalty sales target is met every year to generate sales revenue for the company.
* Instrumental in developing and executing possession process and policy for the company to enhance the customer experience.
* Working on CRM modules like SAP, SFDC and CDI (internal) to enter, store and produce MIS reports for Management meetings.
* Coordination with Brand Managers, Creative Directors, Creative Agencies and Vendors, to design the gift collateral and create a WOW experience for the customers thereby making every possession memorable to the customer.

 July 2010 – Aug 2018

Manager, (Sales, Marketing & Customer Care – Dubai, UAE)

* Have worked as Customer Relationship Manager in Lodha Group’s Mumbai office and managed an array of projects from a pre launch stage to possession stage from July, 2010 to Oct, 2013.
* Transferred to Lodha Group’s Dubai office in December, 2013 to manage GCC customer base of 500+ customers as one point of contact post sales from Oct, 2013 to Aug, 2018

Communication & Client Relations

* + Profiling of customers basis risk appetite, budget and suggesting them perfect real estate investment options available with the company.
	+ Managing customer relationship post sales till hand over which includes documentation work, legal formalities, payment collection and updation of systems.
	+ Have designed the client communication & possession flow of projects accordingly and Handling customer escalations
	+ Managed relationships with internal and external parties such as government entities, clients, service providers etc, providing information and handling issues independently. Acted as liaison and maintained open lines of communication among senior executives, shareholders, middle management and administrative staff.
	+ Interacted with customers via personal meetings or over emails and phone to resolve their post sales queries. Have performed the duty of handholding customers from the day of their property purchase to possession so that the entire transaction is smooth.
	+ Have worked as HNI relationship manager for Lodha Group’s most prestigious and renowned project “The World Towers” located in Mumbai (world’s tallest tower) ensuring that the SOP’s are followed for a uniform customer experience throughout the customer life cycle.

Administration & Organization

* + Created highly effective organizational and filing systems, including quick and thorough indexing, filing and offsite storage, resulting in easy access to critical information and streamlined office functioning.
	+ Conducted extensive Internet research on competitors and government norms in real estate, reporting findings to the head of department. Developed, formatted and maintained databases.
	+ Constantly monitored day-to-day operations at micro level, maintaining daily checklists and executing the tasks assigned in accordance with organizational standards
	+ Systematize and direct entire operation including marketing, training, key corporate account development, communications, risk reduction, outside vendor negotiations, legal affairs, financial/accounting functions

 OCT 2007 – APR 2010

Analyst – Real Estate and Infrastructure

* Strategy Consulting Projects in Infrastructure domain areas of SEZ / Township Development, Tourism, Real Estate, Ports and Construction Materials
* Engaged in basic market analysis and research for projects from Secondary and Primary resources
* Assisting a team of professional consultants in conducting best land use study, techno economic feasibility studies, market and demand assessment, due diligence studies and business planning studies for various projects
* Preparing Power Point Presentations & Microsoft Word Reports and assisting the Project /leader to present them to the clients
* Preparing MIS Reports, Budget Sheets, Case Studies and Client Invoices for Practice Head
* Working on Databases like Capital Line, Bloomberg, EIU and CRISIL
* Business Development like cold sales calls and calls to HNI clients, follow up, MIS maintenance, meeting HNI clients with the Team Leader, promoting the company
* Client Relationship Management activities like arranging meetings with the CEO / MD, follow up, sending regular updates to the clients, introducing them to the new promotional activities of the company

 MAY 2006 – SEP 2007

Relationship Manager

* Portfolio Management in financial products like mutual funds, insurance and equity of Kotak’s HNI clients
* Conceptualization of financial products
* Preparing mailers and market updates for the clients
* Coordinating with branches and promoting insurance and mutual funds.
* Relationship Management activities like advising clients for investments, helping with the paper work and follow up
* Handling a team of 8 Financial Advisors / Management Trainees
* Formulating sales target and motivating the team to achieve them
* Formulating various contests for the team to motivate them to achieve their sales target

EDUCATION / CERTIFICATIONS

* MBA in Marketing, ICFAI University (Part Time)
* Bachelor of Management Studies, SIES College of Commerce, Mumbai University, 2006
* Higher Secondary, Maharashtra Board, 2001

Languages known: English, Hindi, Gujarati, Marathi; Status: Married

Date of Birth: 6th July, 1985; References: Available upon request